



Week 3: Sep 3–9

[Build Content](#)[Assessments](#)[Tools](#)**Start Here**

Click [here](#) if you want to open the Hypertext version of this mindmap, in order to be able to click on the World icons

after "Mechanics" and "Common Mistakes" to get to the linked documents.

Preview

This week you'll learn to think about what would motivate people to attend an event, and how to create a press release in order to get coverage in a newspaper.

Questions You Will Answer This Week

- How can you communicate what's interesting about an event in an appropriate style for a newspaper?

Study

- Read Chapter 3 in the textbook about Traditional Marketing. Pay particular attention to the sections on brand, elevator pitch, slogan, tagline, flier and logo in order to know how to do Activity [A-4] next week, and the bits about press releases in order to write one for Activity [A-3].
- Follow [the links for Chapter Three](#) on the textbook's companion website as you read for "Descriptions of bands" and examples of personal elevator pitches. You may want to take the opportunity to develop one about yourself, in case you are ever in a situation where you might benefit from having one ready.

Specifications

- [R-3] Reading assignment 2: Click on the red "[R-3]" link below to post your answers in your own words to the following questions about Chapter 3. It is not necessary to include the questions or number the answers, but separate your answers with blank lines between them. Use the space below to upload to Blackboard before class on Tuesday, September 11.
 1. How would you define your personal brand? What characteristics do you think people remember when they think of you, such as the way your appearance, the way you act, the kinds of things you post on social media, and the reputation you have built up in the classes for your major?

2. Write down a script of the words you would say if you met a potential employer in an elevator and had 20-30 seconds to tell them about yourself, and the main services that you could offer them or customers at this point in your life.
 3. List three or more members of the Artist's team mentioned in Chapter 1 would be most helpful in designing marketing materials? Describe what type of contribution each one might be able to contribute from their experience and perspective.
 4. Create a slogan for yourself. It should sum up your personal brand in one sentence or less.
 5. Create a tagline for yourself. It doesn't necessarily have to express your personal brand, as long as it is fun and/or memorable.
 6. Explain in your own words what to consider when creating a logo.
 7. Why is it important to write a press release? What elements should it communicate to the public?
 8. What font and color would you use for your tagline to intensify the meaning of it. Why do you think it suits it?
- [A-3] Press Release: Write a press release for an event that a band/artist will be doing, or could be doing. See the model and examples of typical student mistakes further down below on Blackboard. Print it out on paper, staple the pages together, and turn in during class on Tuesday, September 11.
 - Your contact information (in case the editor or writer wants to reach you) is single-spaced and in the upper left hand corner of the first page. It consists of these three items, each on its own separate line:
 - your name
 - your email address
 - your phone number. It can be a fake number for this assignment, such as "555-1212"
 - Underneath your contact information, on the left side of the page, after a blank line, there is a statement of when you want the information to go out to the public. Use either "For release on" followed by the date you want the information to go public, *OR* the statement "For Immediate Release" if you want it to be released as soon as possible.
 - A title for the story is next and is centered. It is written in an active voice, and answers the question the reader may have in their mind "What is this story about?"
 - The rest of the Press Release is double spaced.
 - The body of Press Release should have 5 or more well-developed paragraphs that extend to two typewritten pages, written in 11- or 12-point font with no more than 1 inch margins.
 - The first paragraph only tells the reader about the 5 Ws: **Who, What, When, Where**, and possibly briefly **Why** the event is happening. All the interesting information about the event goes in paragraphs 2-5. You should also include the phone number that a reader can use to call for more information, such as for the venue or whoever is in charge of the event. This phone number is for use by the public, and should not be your phone number.
 - Paragraphs 2-5 should each cover a different additional aspect of the event. Throughout the body of the press release, use the 3rd person point of view. DO NOT USE "you", "we", "I", etc.
 - MAINTAIN AN OBJECTIVE AND FACTUAL TONE THROUGHOUT. Warning: this is the part that most students have difficulty with.
 - One or two quotes may be included. Use quotes if you want to include opinions or colorful language.
 - The word "-MORE-" is printed at the bottom of the first page, and the word "-END-" or "###" printed after the last paragraph on the second page.
 - There are no grammar or spelling errors.
 - Avoid repeated words in neighboring sentences. You will see examples of these circled in the example of common mistakes students make below.



Overview of Press Release process



Example of an outline for a Press Release

Here is the outline that was made before writing the Press Release shown below:

1. 5 Ws
 - o Who: Robert Willey
 - o What: Scott Joplin Online Centennial
 - o Where: International
 - o When: already underway, through April 1, 2018
 - o Why: celebrating the King of Ragtime Writer's centennial (died in 1917)
2. Recordings are from a group of pianists from the U.S., Norway, Switzerland, Australia, England, and China.
3. MIDI versions of the same performances can be used for concerts on Yamaha Disklavier
4. Upcoming concerts at Boston University and Norwegian Institute of Technology
5. CS 495 students building an Android app to access archive and cover art



Mistakes students make when writing press releases

Enabled: Statistics Tracking

Attached Files: [mistakes students make in writing press releases.pdf](#) (217.849 KB)

Learn from others' mistakes. Notice how often they repeated words, which has been indicated in the comments by circling to two places and connecting them with a line. Also, students often use claims of how great the band is. These would go well on Facebook, but aren't appropriate in the newspaper where the goal is to report facts. Use the third person instead. Save your opinions and sales pitch for your elevator pitch and the flier! Another similar mistake is to use pronouns like "We" and "You". That works better on Facebook and social media.



Model for a Press Release

Robert Willey
Music Media Production and Industry
School of Music
Ball State University
email: rkwilley@bsu.edu
phone: 765-285-5537

For Immediate Release

MUSIC PROFESSOR CREATING ARCHIVE FOR SCOTT JOPLIN'S MUSIC

Robert Willey, a professor of Music Media Production in the School of Music at Ball State University, has launched an online archive of Scott Joplin's piano compositions and series of international concerts that will continue throughout the year of Scott Joplin's centennial, ending in April, 2018. The collection is available at <http://scottjoplinarchive.org>. For more information on the project, call 765-285-5537.

The Archive consists of recordings from a variety of pianists from the U.S., Norway, Switzerland, Australia, England, and China who have contributed their performances in order to provide listeners the opportunity to hear a variety of approaches. The recordings were made on Yamaha Disklavier pianos, an instrument that records the timing and speed with which the hammers hit the strings, which can then be played back by a computer like player pianos used to be controlled from paper rolls. The Abbey Road CFX Concert

Grand Virtual Instrument plugin software used to render these MIDI recordings for playback as mp3 audio files was donated for the project by MakeMusic.

-MORE-

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Ragtime reached its popularity between 1900–1920, but composers have continued to write music in that style. The Archive also contains Joplin-inspired compositions by Max Morath and Kyle Gann. Morath is a pianist, composer, and author that played a key role in ragtime's revival in the 1970s. Gann is a professor of music, critic, and composer, who wrote the definitive book about the music of Conlon Nancarrow's music, a 20th-century composer who, like Scott Joplin, was born in Texarkana. Willey collaborated with Gann on an online Nancarrow centennial in 2011.

Those who want to host a Joplin Centennial concert and who have a Yamaha Disklavier or other MIDI-capable arrange to combine the Archive's whatever performances they can arrange by performers in their local area with material from the Archive in order to round out a program. The Archive website has a calendar of such upcoming concerts, including a program scheduled in October at Boston University and later at the Norwegian Institute of Technology in Trondheim.

Senior computer science students in Lin Lan's CS 495 capstone project class are working to build iOS and Android apps to access the Archive collection of music and sheet music cover art. Willey says "We hope that these online initiatives will help people more easily access and enjoy this great American music."

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[R-3]

Click on the red "[R-3]" link above and enter your answers to the questions on Chapter 3 as text in the box that opens when you click on the "Write Submission" button. Do NOT click on "Browse My Computer" or put your answers in the COMMENTS section.